



METROPOLITAN  
TRANSPORTATION  
COMMISSION

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## *Memorandum*

TO: Operations Committee

DATE: July 2, 2009

FR: Executive Director

W.I.: 1226

RE: Contract Amendment - Bike to Work Day: Bay Area Bicycle Coalition

Staff recommends that this Committee approve an amendment to the current contract with the Bay Area Bicycle Coalition (BABC) for Bike to Work Day (BTWD) to add \$150,000 and to extend the period of performance for an additional year.

Since October 2004, BABC has served as the regional coordinator to promote and implement the BTWD event, under sole source contracts with MTC. In staff's opinion, the BABC has successfully administered the events for the past five years and recommends their continued service.

In 2007, the Operations Committee approved a new contract with the BABC for BTWD 2008, with the option for MTC to amend the contract to extend their performance on an annual basis for two additional years. In September 2008, the Operations Committee approved an extension for BTWD 2009. Today, staff is recommending that the Committee execute the final one-year extension for 2010.

### **Background**

The BABC represents a unique collective effort of the county bicycle coalitions and has the regional and local support needed to implement the project. Each of the county coalitions maintains a formal arrangement with the BABC for coordinating, implementing and promoting BTWD at the county level. In all five years in which BABC administered BTWD, promotional materials have carried a consistent regional message and call-to-action (511 and 511.org) which has resulted in substantial media coverage, with live interviews on every local channel on the day of the event, as well as extensive print coverage prior to and after the event. Web traffic on the 511 Bicycling site increased 59% in the weeks leading up to BTWD 2006, 50% in the weeks leading up to BTWD 2007, 112% in the weeks leading up to BTWD 2008, and 50% in the weeks leading up to BTWD 2009. . At the same time, BABC has provided opportunities for the local teams to add local event and contact information.

The BABC has also extended the Bike to Work Day message beyond the one-day event through the "Team Bike Challenge", a month-long contest that encourages people to cycle as much as

possible throughout the entire month of May. In 2006, the contest produced 109 teams of commuters, growing to 521 teams in 2009. The 2009 Team Bike Challenge contest was the first year where the teams tracked the number of miles cycled for a total of over 275,000 miles.

For the 2010 event, the BABC will implement the following scope of work:

- Promote the 511.org Bicycling website as a year-round resource for bicycling information;
- Coordinate the event at the regional and local levels, including establishing county teams to facilitate the coordination;
- Coordinate the activities of the BTWD Technical Advisory Committee (TAC) to provide strategic direction throughout the event planning, execution and evaluation;
- Dedicate a portion of the budget for local efforts; and
- Maintain a BTWD website that can be accessed from 511.org.

### **Recommendation**

Staff recommends that this Committee authorize the Executive Director or his designee to negotiate a contract amendment with the Bay Area Bicycle Coalition in an amount not to exceed \$150,000 to promote and implement Bike To Work Day (BTWD) in 2010.

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Steve Heminger

SH:SHB

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REQUEST FOR COMMITTEE APPROVAL  
Summary of Proposed Consultant Contract Amendment

Work Item No.:	1226
Consultant:	Bay Area Bicycle Coalition San Francisco, CA
Work Project Title:	Bike To Work Day 2010
Purpose of Project:	To coordinate and promote the BTWD 2010 event
Brief Scope of Work:	Coordinate, promote and implement the regional and local activities for the event with input from the BTWD TAC and county teams.
Project Cost Not to Exceed:	\$150,000 (total three-year contract = \$474,335)
Funding Source:	TDA
Fiscal Impact:	\$150,000 in FY 09/10 agency budget
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate a contract amendment with the Bay Area Bicycle Coalition for the Bike to Work Day 2010 event and the Chief Financial Officer is authorized to set aside funds up to \$150,000 for such contract.
Admin. Committee:	<hr/> Amy Rein Worth, Chair
Approved:	Date: July 10, 2009